

ORDER



KLAS

Orders
 Order / Rev: 37688
 Alt Order #: 08888419
 Product Desc: Issue
 Estimate: 2206
 Flight Dates: 10/24/12 - 10/29/12
 Original Date / Rev: 10/23/12 / 10/23/12
 Order Type: GENERAL

Primary AE: Mike Jones
 Sales Office: K-WAS
 Sales Region: National

Agency
 Name: Waterfront Strategies
 Buying Contact:
 Billing Contact:
 1010 Wisconsin Avenue
 Washington, DC 20007

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser
 Name: Senate Majority PAC
 Demographic: A35+
 Product Codes: PO4
 Priority: LV1
 Revenue Codes: AGY, POL, ISS

New Business Thru:
 Order Separation: 00:15:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
10/01/12	10/28/12	3	\$7,000.00	\$5,950.00
10/29/12	10/29/12	3	\$8,150.00	\$6,927.50

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
October 2012	3	\$7,000.00	\$5,950.00	0.00
November 2012	3	\$8,150.00	\$6,927.50	0.00
Totals	6	\$15,150.00	\$12,877.50	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Mike Jones			Start Of Order - End Of Order	100%

Order Share	Share	Total
KLAS	30%	\$15,150.00
Market	100%	\$50,500.00

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KTNV	25%	\$12,625.00
KTUD	0%	\$0.00
KVBC	0%	\$0.00
KVVU	5%	\$2,525.00
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	8	10/24/12	10/29/12	CBS This Morning 7-9a	CM	7-9a	M-WTF--	:30	1	\$3,150.00	LV1	0.00	NM	1	\$3,150.00
CBS THIS MORNING															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>		<u>Spots/Week</u>				<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	M-WTF--		1				\$3,150.00		0.00			
E 2	8	10/24/12	10/29/12		CM	9-10a	M-WTF--	:30	1	\$2,000.00	LV1	0.00	NM	1	\$2,000.00

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Ln	Ch	Start	End	Inventory Code	Break	Start/End Time Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
				Live w/Kelly										
				Live w/Kelly										
LIVE! WITH KELLY														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	M-WTF--				1	\$2,000.00		0.00			
E 3	8	10/24/12	10/29/12	8 News Now Noon M-F	CM	12-1230p		M-WTF--	:30	1	\$2,000.00	LV1 0.00 NM	1	\$2,000.00
				8 News Now Noon M-F										
8 NEWS NOW AT NOON														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	M-WTF--				1	\$2,000.00		0.00			
E 4	8	10/24/12	10/29/12	Ellen	CM	3-4p		M-WTF--	:30	1	\$2,500.00	LV1 0.00 NM	1	\$2,500.00
				Ellen										
ELLEN														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	M-WTF--				1	\$2,500.00		0.00			
E 5	8	10/24/12	10/29/12	8 News Now 4p M-F	CM	4-5p		M-WTF--	:30	1	\$2,500.00	LV1 0.00 NM	1	\$2,500.00
				8 News Now 4p M-F										
8 NEWS NOW AT 4PM & 430PM														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	M-WTF--				1	\$2,500.00		0.00			
E 6	8	10/24/12	10/29/12	8 News Now 5-630p M-F	CM	5-630p		M-WTF--	:30	1	\$3,000.00	LV1 0.00 NM	1	\$3,000.00
				8 News Now 5-630p M-F										
8 NEWS NOW ROTATION														
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:		10/24/12	10/30/12	M-WTF--				1	\$3,000.00		0.00			
												Totals	6	\$15,150.00